

UNITED STATES PATENT AND TRADEMARK OFFICE  
**CERTIFICATE OF CORRECTION**

PATENT NO. : 7,028,071 B1  
APPLICATION NO. : 09/493087  
DATED : April 11, 2006  
INVENTOR(S) : David B. Slik

Page 1 of 7

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

The title page should be deleted and substitute therefor the attached title page.

Drawings:

Delete drawings sheets 1-5 and substitute therefor the drawings sheets 1-5 consisting of Figs. 1-5, as shown on the attached pages.

Signed and Sealed this  
Twentieth Day of December, 2011

A handwritten signature in black ink that reads "David J. Kappos". The signature is written in a cursive, flowing style with a large initial "D" and a stylized "K".

David J. Kappos  
*Director of the United States Patent and Trademark Office*

(12) **United States Patent**  
**Slik**(10) **Patent No.:** **US 7,028,071 B1**  
(45) **Date of Patent:** **Apr. 11, 2006**

- (54) **CONTENT DISTRIBUTION SYSTEM FOR GENERATING CONTENT STREAMS TO SUIT DIFFERENT USERS AND FACILITATING E-COMMERCE TRANSACTIONS USING BROADCAST CONTENT METADATA**
- (75) Inventor: **David Slik**, Brackendale (CA)
- (73) Assignee: **Bycast Inc.**, Vancouver (CA)
- (\*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **09/493,087**

(22) Filed: **Jan. 28, 2000**

- (51) Int. Cl. **G06F 15/173** (2006.01)
- (52) U.S. CL. **709/201; 709/226; 725/34**
- (58) Field of Classification Search **380/37, 380/42**
- See application file for complete search history.

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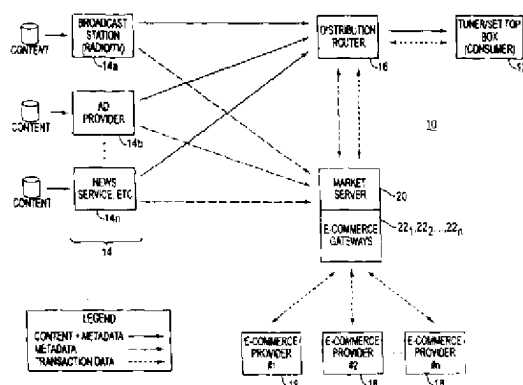
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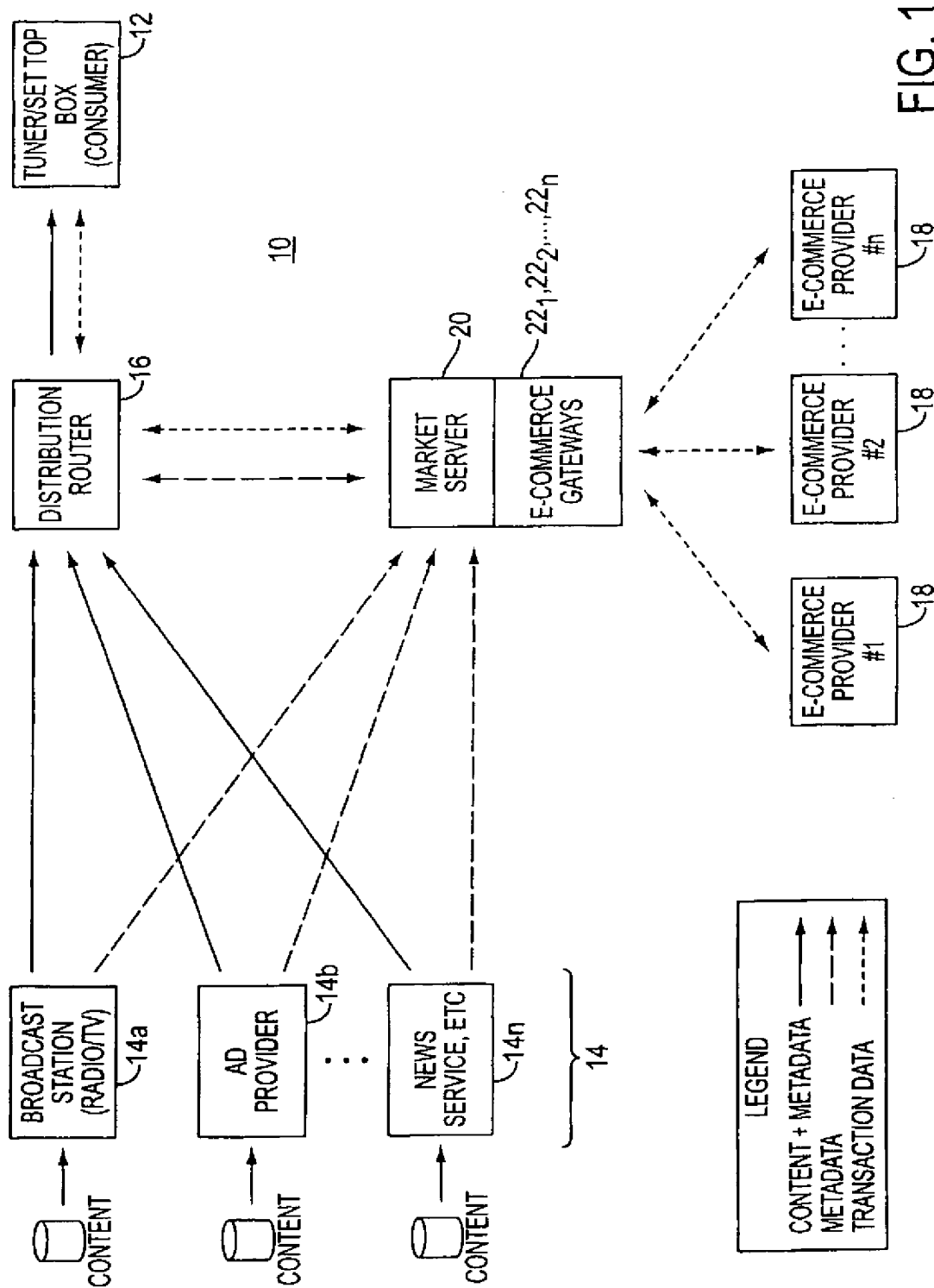
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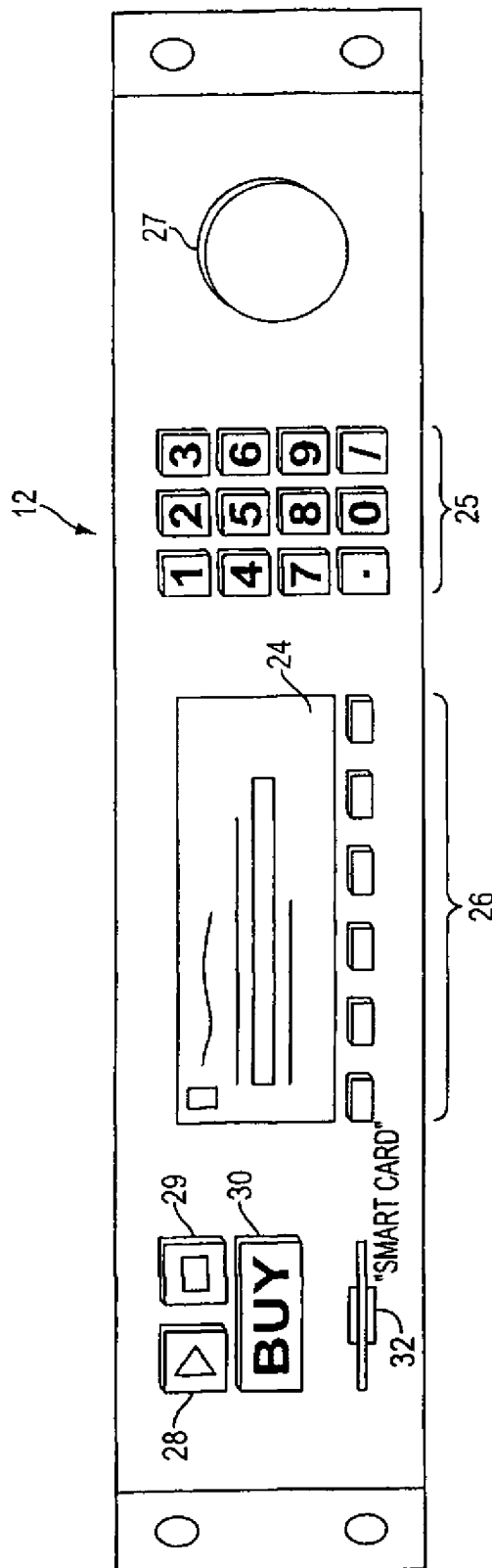
Primary Examiner—Lynda Jasmin  
(74) Attorney, Agent, or Firm —Roylance, Abrams, Berdo & Goodman, L.L.P.

(57) **ABSTRACT**

A content distribution system is provided to facilitate e-commerce transactions for products and services associated with distributed content. A content stream comprising content blocks, reference content blocks and floating reference content blocks uses metadata to identify products and services associated with content blocks. The metadata and floating reference content blocks are used to substitute dynamically selected content for content blocks based on profiles of user(s), the broadcast station, the advertisement spot defined in the stream and content available for substitution. A market server determines optimal matches to support content substitution, and performs brokerage and bidding functions among suppliers of products or services associated with content selected by users.





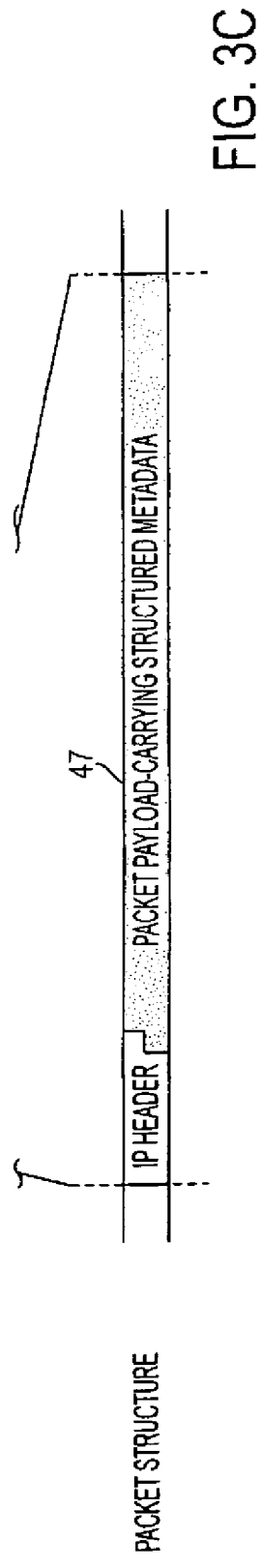
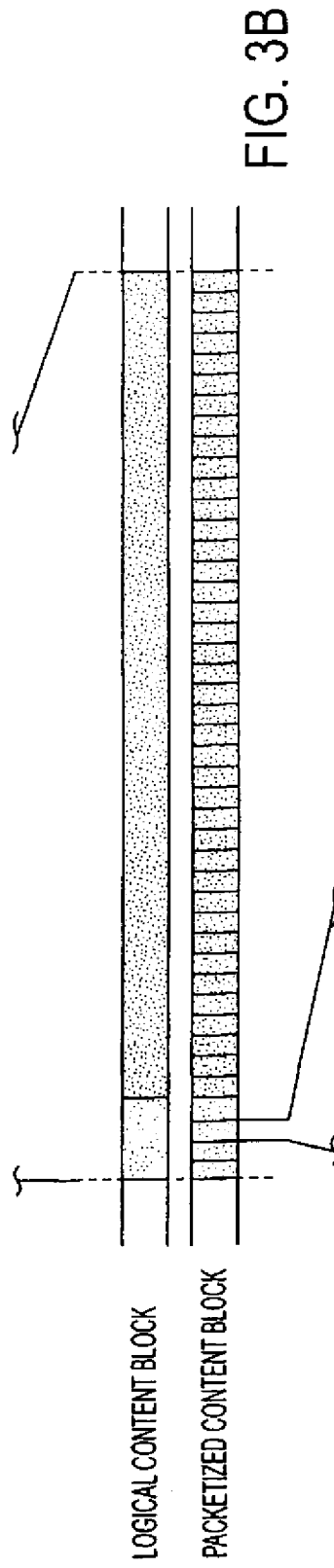
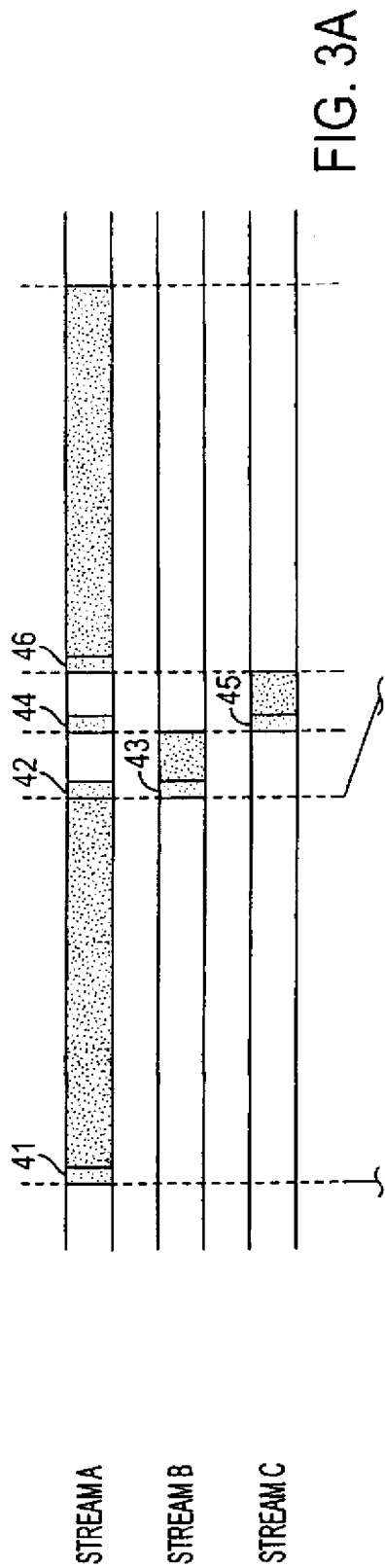


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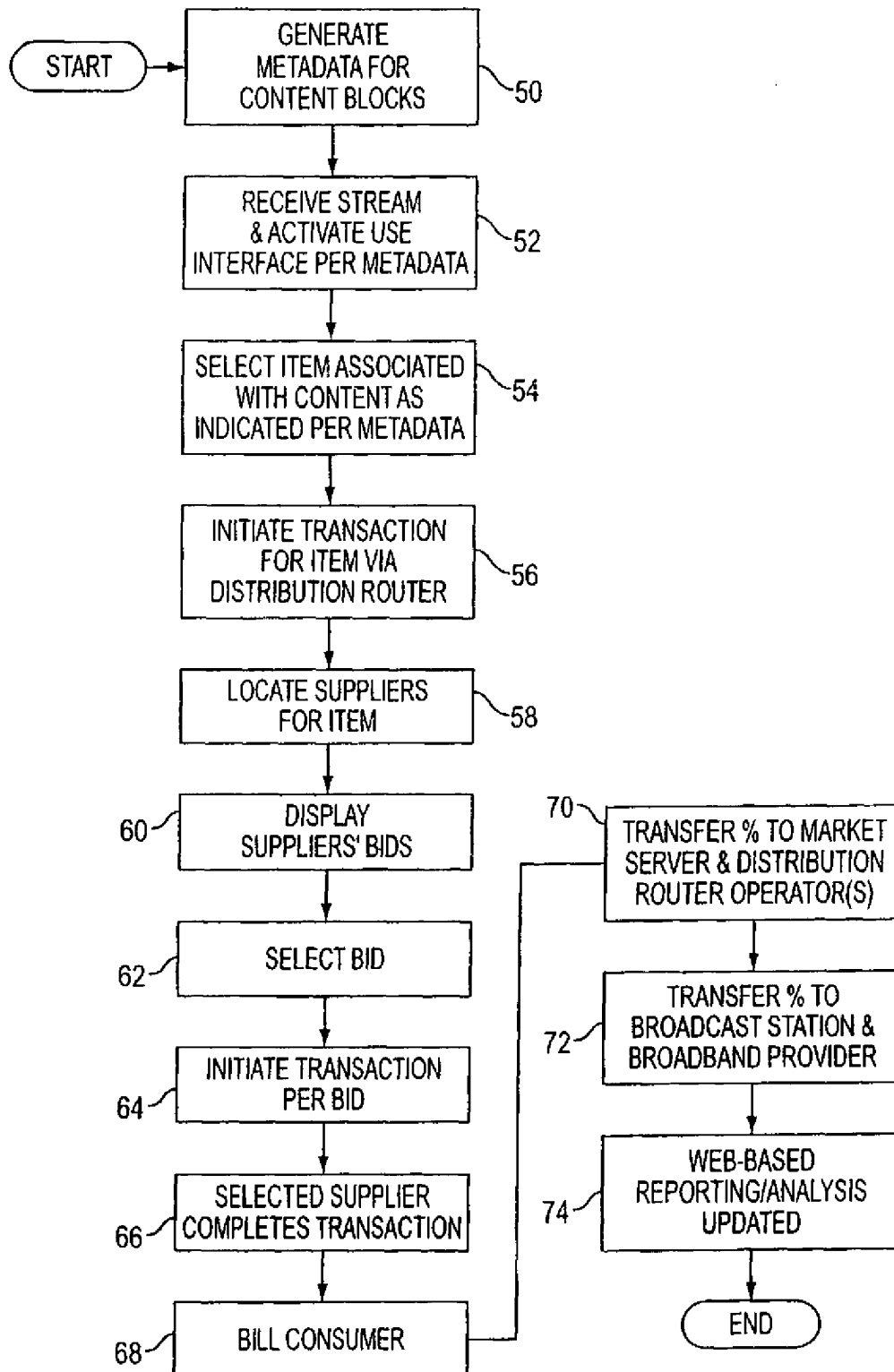


FIG. 4

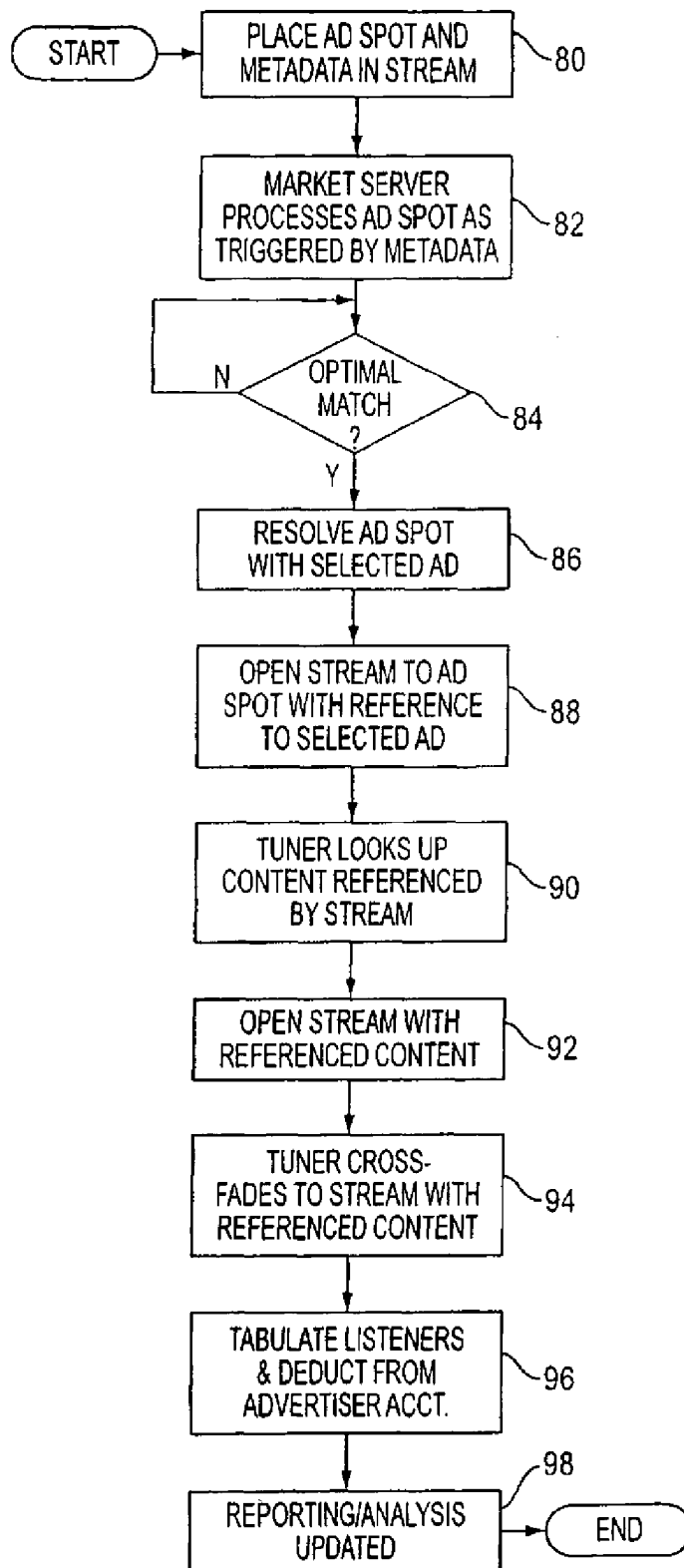


FIG. 5